KEDS®
CONTEMPORARY COLLECTION

FALL '77

KEDS CONTEMPORARY COLLECTION

There's a new Keds® mood afoot...an awareness of fashion...a touch of class.

Women's...youthful and exhuberant. Men's...brash and debonair. Children's... eagerly imitative.

Spirited and sassy colors. Ingenious details. Signatures. Rich fabrics and leathers. An attitude of energy.

Contemporary Keds will keep your cash registers whirring and clicking right through to early spring.

FALL '77

Grown-

FALL COURTSTER
CK, JK 1302 Brown
CK, JK 1303 Red
CK, JK 1304 Navy
Slim sizes: CK 6-12; JK 12½-3
Medium sizes: CK 4-12; JK 12½-3
Net price: CK $7.00; JK $7.50

BORDEAUX
CK, JK 133
CK, JK 133
CK, JK 134
Slim sizes:
Medium si

Net price:

up Fashions for Young Folks

LEATHER JETS
CK, JK 1330 Royal Blue
CK, JK 1331 Sand
CK,† JK 1332 Brown
CK,† JK 1333 Red
CK,† JK 1334 Green
Slim/Medium/Wide sizes:
CK 7-12; JK 12½-3
Net price: CK $7.50; JK $8.00
† Slim/Medium sizes only

Whatever happens to adult fashions, happens on a smaller scale in Keds® children's and juniors' sizes.

The athletic look is still with us, so we offer the popular spring Jets wrapped in leather for fall. They'll be supported by national television advertising.

Soccer is big news — so we offer a small-fry soccer casual. Especially note the sole. Kids will love it.

For school and dress, check out the Bordeaux for juniors and children, the Fall Blucher, and the Fall Courtster. This children's/juniors' group comes in bright colors, in velveteen, nylon, leather and fabric.

They are the same great quality Keds have always been. But this season, they mimic grown-up fashions, too.

3 Beige/Brown
9 White/Navy
2 Daffodil/Navy
CK 6-12; JK 12½-3
zes: CK 5-12;
JK 12½-3
CK $6.00; JK $7.00

SOCCER SHOE
† CK, JK 1110 Black Vinyl
† CK, JK 1111 White Vinyl
CK, JK 1112 Black Nylon
CK, JK 1113 Royal Blue Nylon
Slim/Medium/Wide sizes:
CK 7-12; JK 12½-3
Net price: CK $7.00; JK $7.50
† Medium sizes only

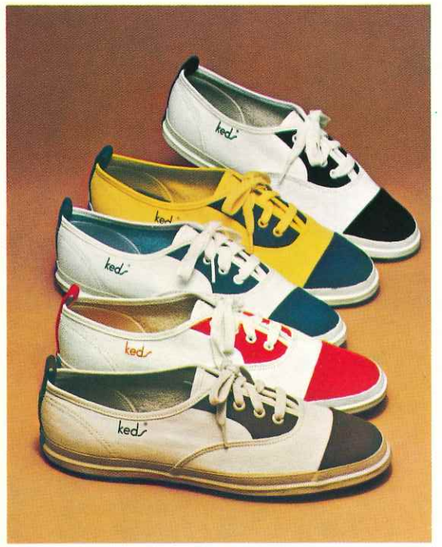
FALL BLUCHER
CK, JK 1305 Navy
CK, JK 1306 Red
Slim sizes: CK 6-12; JK 12½-3
Medium sizes: CK 4-12; JK 12½-3
Net price: CK $7.00; JK $7.50

KEDS® CONTEMPORARY COLLECTION FALL '77

Pretty, Pert and Ahead of the Trend

PICARDY*
WK 1325 Navy
WK 1326 Black
WK 1327 Red
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

TERRY TOURNAMENT*
WM, JM 675 White/Green
WM, JM 676 White/Navy
WM, JM 677 Light Blue/Navy
Slim sizes: WM 6-10, 11
Medium sizes: WM 4½-10, 11; JM 12½-3
Net price: WM $8.00; JM $7.50



BORDEAUX*
WK 1338 Beige/Brown
WK 1339 White/Navy
WK 1340 White/Red
WK 1341 White/Black
WK 1342 Daffodil/Navy
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

These are shoes women live in.

But our Contemporary Collection adds a touch here, a refinement there, for a flair that you seldom see in Keds®.

Take a look at the Terry Tournament. We predict this one will be a winner because of the tennis look, the terry lining and the "smash" colors.

Note the jaunty lines of Versailles, a three-eyelet blucher; the Bordeaux, a four-eyelet style with contrasting toe; the Picardy, innocently smooth and simple. Finally, check out the Chantilly, in six delicious colors in every woman's favorite style, the espadrille.

Please pay special attention to the Disco-Trek. Smart, sleek black trimmed with white stitches. It's a very "alive" shoe. It looks feather-light and nimble-quick, and it is.

*Indicates availability of a special early-delivery program as well as the normal fall dating program. For details, turn to the back page.

VERSAILLES*
WK 1317 White/Navy WK 1321 Black
WK 1318 White/Red WK 1322 Red
WK 1319 White/Black WK 1323 Navy
WK 1320 White/Green WK 1324 Green
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

CHANTILLY*
WK 1311 Beige WK 1314 White
WK 1312 Red WK 1315 Navy
WK 1313 Yellow WK 1316 Black
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

Match-ups

DISCO-TREK
WK 1344 Black
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

VERSAILLES*

WK 1317	White/Navy	WK 1321	Black
WK 1318	Beige/Brown	WK 1323	Red
WK 1320	Magellan Blue	WK 1324	Driftwood

Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $8.00

CHANTILLY*

WK 1311	Beige	WK 1314	White
WK 1312	Black	WK 1315	Daffodil
WK 1313	Navy	WK 1316	Red

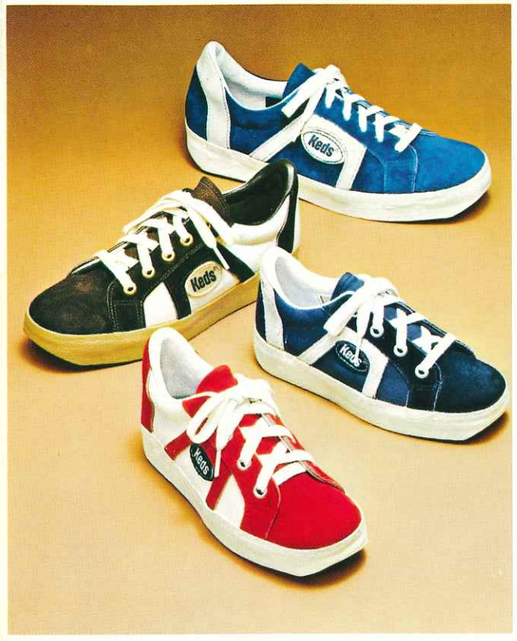
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $7.50

Brawny, Bold and Eager for Action

THE BIG "K"
MK, BK, YK 1095 Carolina Blue
MK, BK, YK 1096 Navy
MK, BK, YK 1097 Green
MK, BK, YK 1098 Red
MK, BK, YK 1099 White
Medium sizes: MK 6½-12; BK 2½-6; YK 10-2
Net price: MK $7.50; BK $7.00; YK $7.00

ROCKER BOOT
MK, BK, YK 1107 Hickory
MK, BK, YK 1108 Navy
Medium sizes: MK 6½-12; BK 2½-6; YK 10-2
Net price: MK $11.00; BK $10.50; YK $10.50

ROCKER OXFORD
MK, BK, YK 1105 Hickory
MK, BK, YK 1106 Navy
Medium sizes: MK 6½-12; BK 2½-6; YK 10-2
Net price: MK $10.00; BK $9.50; YK $9.50



ARCHKING LOCUT
MK, BK, YK 1100 White/Navy
MK, BK, YK 1101 White/Red
MK, BK, YK 1102 Beige/Brown
MK, BK, YK 1103 Navy/Navy
MK, BK, YK 1104 Royal Blue Suede
Medium sizes: MK 6½-9; BK 2½-6; YK 10-2
Net price: MK 1100, 1101, 1102, 1103 $8.00
BK, YK 1100, 1101, 1102, 1103 $7.50
MK 1104 $10.00; BK, YK 1104 $9.50

"360"
Tri-Blend MM, BM, YM 655 White
MM, BM, YM 656 Navy
MM, BM, YM 657 Red
Net price: MM $8.00; BM $7.75; YM $7.75
†Suede MM, BM, YM 636 Navy
MM, BM, YM 637 Tan
Net price: MM $9.25; BM $9.00; YM $9.00
Nylon MM, BM, YM 650 Royal Blue
MM, BM, YM 651 Red
MM, BM, YM 652 Black
MM, BM, YM 653 Tan
Net price: MM $7.75; BM $7.50; YM $7.50
Slim/Medium sizes: MM 6½-12, 13; BM 2½-6; YM 10-2

† Medium sizes only

SUPER II
MK, BK, YK 1080 White/Royal Blue
MK, BK, YK 1083 Navy Suede/Gold
Medium sizes: MK 6½-12, 13; BK 2½-6; YK 11-2
Net price: MK 1080 $12.50;
BK, YK 1080 $12.00
MK 1083 $11.00;
BK, YK 1083 $10.50

DISCO-TREK
WK 1344 Black
Slim sizes: WK 5-10
Medium sizes: WK 4-10
Net price: WK $7.00

DISCO-TREK
MK, BK 1345 Black
Slim/Medium sizes: MK 6½-12, 13; BK 2½-6
Net price: MK $8.50; BK $8.00

We're betting guys everywhere will do a double-take at the Rocker boot and Rocker oxford, and then put their money on the line. These shoes are manly and rugged, with some extra fashion touches: a window signature, quick-lace closure, and a new outsole.

The brashly athletic look comes up in leather and suede in Super II, with its new snap-on sole and gold thread stitch; and in The Big "K", a fabric version of live action. Both celebrate that they are Keds with a giant "K" signature on the side. Carefully examine the Archking. Note how the arch design lies on the side and repeats at the heel. The outsole is a duplicate of the Rocker styles.

Now then, match up the men's Disco-Trek to the women's and display them together. It takes two to Hustle!

Finally, go for a repeat of a good thing. The "360", already a best-seller, will roar right into fall even stronger as our TV campaign picks up more steam.

CUSTOMER SERVICE LOCATIONS

Address	Business Phone	Trade Service WATS
NAUGATUCK Central Warehouse Naugatuck, CT 06770	(203) 729-0261	(800) 243-3630
ATLANTA South Expressway at Perimeter Highway Forest Park, GA 30050	(404) 366-4650	(800) 241-4100 Virginia, North and South Carolina, Florida, Tennessee, Alabama, Mississippi and Louisiana (800) 282-6703 Georgia (404) 363-3798 Metro Atlanta
CHICAGO 4135 South Pulaski Rd. Chicago, IL 60632	(312) 890-2935 Ask for Consumer Footwear Products	(800) 972-8818 Illinois only (800) 621-8800 Michigan, Indiana, Ohio, Wisconsin, Minnesota, Iowa, Missouri, Kentucky and Tennessee (800) 621-4701 Pennsylvania, W. Virginia, Arkansas, Virginia and Mississippi (800) 621-4912 Maryland and New York
DALLAS 1011 Regal Row Dallas, Texas 75247	(214) 631-2310	(800) 527-6134 Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, New Mexico, Oklahoma and South Dakota (800) 492-6453 Texas
SOUTH SAN FRANCISCO 444 Allerton Avenue South San Francisco, CA 94080	(415) 873-5880	(800) 227-0230 North and South Dakota, Kansas, Washington, Oregon, Idaho, Nevada, Utah, Montana, Arizona, Wyoming, Colorado, New Mexico and Nebraska (800) 632-4704 California only
PORT CLINTON* Erie Industrial Park Route No. 2 Port Clinton, OH 43452	(419) 732-2151	(There are no WATS lines into Port Clinton.)

*Stock Point Only

SALES POLICY

Terms 2% 30 Days – Net 31 Days

Transportation Policy:
All shipments are F.O.B. Customers Regional Shipping Point

Hawaii – see Sales Representative for details.

Advance Order Shipments:
Advance orders written from March 1, 1977 through May 31, 1977 for delivery beginning August 1, 1977 through September 10, 1977 will be billed under date of shipment, with terms of 2% October 10, net October 11, 1977.

Special Note:
Only those five (5) items with asterisks (*) can be delivered beginning April 15, 1977 and will be billed with terms of 2% 90 days, net 91 days.

Minimum Advance Orders:
Advance orders must consist of 48 pairs of any combination of Grasshoppers® Casuals, Keds®, PRO-Keds®, Uniroyal Canvas, and Grasshoppers® Moccasins.

Minimum Order Charge:
Less than twelve (12) pairs . . . . . 50 cents per pair
Less than six (6) pairs . . . . . 50 cents per pair
and an additional packaging charge of $2.00.

There will be no minimum order charge if the net amount of the order amounts to $100.00 or more.

Prices are subject to change without notice.

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UNIROYAL